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Pam 57-966

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Pretty



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Plunger.

Who is She ?

Throw away the idea of gender and we'll tell you all about it. Of course you've either heard, read, dreamed or thought of the Mermaid Bathing Suits at some time or other. This little leaflet is sent out to refresh your memory—Give it a glance and oblige

Yours truly,

GIMBEL BROTHERS,

MILWAUKEE.

GIMBEL BROTHERS.



No. 1, Gray—Ladies' Bathing Suit, gray Flannel, trimmed with white braid.

Price, \$1.98.



No. 1, Blue—Extra quality, blue Flannel, all wool, fast color, trimmed with white Hercules braid.

Price, \$1.98.

*You can only buy a "Mermaid" at
GIMBEL BROTHERS.*

"Breezy Waves

toss up their silvery spray"—Of course they do, that's what "silvery spray" was made for, but there never was a "breezy wave" nor a thundering breaker that could pull a Mermaid Bathing Suit apart. The seams are double-sewed, non-ripable and don't gape when they're pulled and hauled over buxom forms.

GIMBEL BROTHERS.



No. 6, Blue—Extra quality, blue Flannel, all wool, fast color. A rich, plain garment.

Price, \$2.50.



No. 14, Blue—Extra quality, blue Flannel, all wool, fast color, elaborately trimmed with Hercules white braid.

Price, \$2.98.

Ships That Pass in the Night

miss all the beauty on the beach. Feminine bathers like lots of light when they're securely buttoned into Mermaid suits. They fit right and feel easy.

Skirts 2½ yds. wide and equally full in all other respects. Apply your yardstick.

GIMBEL BROTHERS.



No. 9, Blue—Superior double extra all wool blue Flannel, fast color, Hercules braid.

Price, \$3.50.

No. 12, Blue—Superior double extra all wool blue Flannel, fast color, Hercules braid.

Price, \$3.50.

"Mermaids" to be had at

GIMBEL BROTHERS.

Double-Felled Seams

—that means no rip, slip or yawning of stitches. Double-stitched with silk—that means that seams hold on with a *death grip*. Liberal skirt, liberal everything that goes to make an easy, graceful, stylish, jaunty bathing suit. Your money would burn a hole in our cash drawer if you wanted it back. You can have it back if you say so.

Skirts 2½ yds. wide and equally full in all other respects. Apply your yardstick,

GIMBEL BROTHERS.



No. 17, Blue — Superior double extra all wool blue Flannel, fast color, Hercules braid.

Price, \$3.50.



No. 5, Black — First quality Mohair Alpaca, rich lustre, plaited yoke.

Price, \$3.50.

Wool and Weavers

never did their work better than when they produced the flannels from which Mermald Bathing Suits are made. Tough, soft and even weave—the suits are built for *bathing* and *won't burst*. Jaunty as a spirited woman could wish and as securely sewed as the sails of a ship.

Skirts 2½ yds. wide and equally full in all other respects. Apply your yardstick.

GIMBEL BROTHERS.



No. 7, Black—First quality Mohair Alpaca, rich lustre. Hercules trimming.

Price, \$3.50.



No. 21, Blue—Superior double extra all wool blue Flannel, fast color, trimmed with wide and narrow rows of braid.

Price, \$4.25.

It's Tough Stuff

We put into Mermaid Bathing Suits. Fresh, clean, long-fibred flannels—The sort that is soft and sets well when made up. Full skirts, liberal crotch,—Just the right balance throughout to give a graceful effect. Double-stitched, and double-felled and won't rip, can't slip, seams throughout.

*The purchase money we hold as yours
until you're suited.*

GIMBEL BROTHERS.



No. 22, Blue—Superior double extra all wool blue Flannel, fast color, profusely trimmed.

Price, \$4.25.



No. 18, Black—First quality Mohair Alpaca, rich lustre, elaborately trimmed.

Price, \$4.25

GIMBEL BROTHERS.



No. 40, Blue—Boys' Bathing Suit, ages 4, 6, 8, 10, 12, 14, 16, at \$1.25. All wool, fast color, Hercules braid.



No. 25, Blue—Misses' Bathing Suit, ages 6, 8, 10, 12, 14, 16, at \$1.98. All wool, fast color, Hercules braid.

SILK AND RUBBER BATHING CAPS.

25c.	Turkey Red Cotton Cap	25c.
	Zephyr Check "	25c.
	Oiled Muslin "	25c.
	Oiled Muslin Bound "	25c.
	River Gum "	25c.

Colors—Pink, Red, Light Blue, Navy, Wine,
Black, and Tan.

50c.	Oiled Silk Plain Cap	50c.
	" Extra Rubber Cap	50c.
	" Changeable Silk Cap, ...	50c.
	Submarine " "	50c.

All colors and checks.

75c.	China Silk Cap	75c.
	Changeable Silk Cap	75c.

All bathing caps are bound with assorted
colors binding.

GIMBEL BROTHERS.



Registered.

DRESSMAKER MADE.

Sold only by

GIMBEL BROTHERS,

MILWAUKEE.